

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

*An email was sent to Lali Sage, Adi Nancy Dobbins, Aida Olivas, and Leticia Rodriguez providing the meeting Zoom link at 8:35 am. Another email was sent to Jaime Suarez providing the materials for the meeting at 9:11 am.*

### I. CALL TO ORDER

Nebraska Commission on Latino-Americans Chair Maria Whitmore called the meeting to order at 9:17 am.

### II. WELCOME AND INTRODUCTIONS

Executive Director Maria Arriaga welcomed everyone and started with introductions.

### III. ROLL CALL / RECORD ABSENTEES

**Present:** Chair Maria Whitmore, Vicechair Cristina Castro-Matukewicz, Governor's Representative Lali Sage (*Online*), Commissioner Sandra Lopez, Commissioner Adi Nancy Dobbins (*Online*). **Absent:** Secretary Jaime Suarez, Commissioner Leticia Rodriguez, Commissioner Aida Evans, Commissioner Patricia Castro-Rojas **Staff Present:** Executive Director Maria Arriaga, Office Specialist Dora Lima; Communications Specialist Hilda Rey. **Community members present:** Maria Cantu Hines from the Rural Prosperity Nebraska through the Nebraska Extension Office and Marty Ramirez, Michelle Suarez, and John Suarez from Las Voces.

***Motion 1** was made by Chair Castro-Matukewicz to justify the absence of Jaime Suarez due to family complications, Aida due to a previous engagement with new immigrants and Leticia Rodriguez and Patricia Castro-Rojas due to weather.*

*Another email was sent to Patricia Castro-Rojas providing the meeting Zoom link at 9:23 am*

### IV. PUBLIC COMMENTS

Marty Ramirez, Vicechair of Las Voces accompanied by Michelle Suarez and John Suarez also of Las Voces. Mr. Ramirez spoke about how the commission began, about Nebraska's History and the Legacy of Change that brought on the creating of Las Voces. Mr. Ramirez mentioned they meet every Tuesday at 12 noon, and they have a third leadership conference in April date TBA.

## COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

### MINUTES

Mr. Ramirez wanted to stress that Las Voces is here to collaborate with the commission. Michelle Suarez of Las Voces then spoke wondering more about the mission and vision of the commission and urged us to reach out to collaborate. Maria Cantu Hines from Rural Prosperity Nebraska through the Nebraska Extension office then spoke about her current work through health and their mission to make small communities prosper and thrive. Mrs. Cantu Hines spoke about pushing diversity, equity, and inclusion to Rural Prosperity Nebraska and Nebraska Extension. Chair Whitmore added that she believed a problem she interacted with when pushing this same agenda is that many informational materials are not bilingual in Spanish like flyers or the Website. Mrs. Cantu Hines continued that she wants us to know she is a resource and partner for us. Impala Cruz of the Nebraska Homeowner Assistance Fund program was absent.

### V. PUBLIC NOTICE OF MEETING

#### NEBRASKA COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

LINCOLN - The Commission on Latino-Americans will host its Quarterly Meeting on Saturday, January 21, 2023. The meeting will take place at Nebraska Early Childhood Collaborative, 3200 N 30th Suite 200 Room 201, Second Floor Omaha, NE 68111. We will begin at 9 a.m. and adjourn at no later than 2 p.m. The Quarterly Meeting is open to the public and all interested individuals are invited to attend. Time will be allocated for public comments within the first hour of the meeting. We encourage those wishing to speak to call our office ahead of time, in an effort to provide better accommodations. The agenda for the Quarterly Meeting will be kept current and made available for public inspection at the Commission's office. For further information, please contact us at (402) 471-2791. Public Notice of this meeting was placed in the Lincoln Journal Star on January 7, 2022, Mundo Latino Publications on December 27, 2022, and was e-mailed on December 27, 2022, to the NCLA e-mail list and posted on social media channels as well.

### VI. APPROVAL OF AGENDA (MOTION 1)

*Motion 1 was made by Commissioner Lopez to approve the Agenda.*

*Seconded by Governor's Representative Lali Sage*

*Vote Yes: Chair Whitmore, Vicechair Castro-Matukewicz, Governor's Representative Lali Sage (Online), Commissioner Lopez, Commissioner Dobbins (Online).*

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

*Vote No: None*

*Motion Passed*

### VII. APPROVAL OF MINUTES (MOTION 2)

Approval of Minutes of the October 13th, 2022, Quarterly Meeting.

***Motion 2** was made by Vicechair Castro-Matukewicz to approve the Minutes.*

Chair Whitmore notated that the October 13th, 2022, minutes were the January 19th, 2023 revised version.

*Seconded by Chair Whitmore*

*Vote Yes: Chair Whitmore, Vicechair Castro-Matukewicz, Governor's Representative Lali Sage (Online), Commissioner Lopez, Commissioner Dobbins (Online).*

*Vote No: None*

*Motion Passed*

### VIII. UNFINISHED BUSINESS

*An email was sent to Lali Sage, Adi Nancy Dobbins providing the documents for the Unfinished Business section of the meeting.*

#### 1. Sponsorship process proposal & timing

Arriaga brought up the idea to leave the application open year-round, she also mentioned that we have had no applications received so far. Vicechair Castro-Matukewicz highly recommended that we keep a timeframe on the applications to prevent confusion or unwanted anger from applicants who apply too close to the timeframe of their event. Arriaga mentions the ability to have the application open for one deadline a year. Chair Whitmore referred us to the minutes from October 13th, 2022, asking us to review the two time a year deadline discussed at the previous meeting. Arriaga states that because we have an annual fiscal budget maybe we should only open the application once a year. Vicechair Castro-Matukewicz brings up that because we are not handling

# **COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING**

**January 21, 2023**

**Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111**

## **MINUTES**

grants but instead event sponsorships, we should have it open like Chair Whitmore stated twice a year to maintain flexibility. Arriaga agreed with their statements. Everyone agreed to continue the sponsorship timing as proposed in the original minutes from October 13th, 2022, for the next two year period and tweak any minor issues as we move forward. Arriaga will be drafting a policy or guidance to follow this sponsorship proposal.

### **2. Nebraska Latino Youth Summit 2022**

Will be in Columbus this year; Arriaga is working on contacting them to get more information on the planning of this event for 2023. Arriaga is also working on finding a location for the event for the 2024 year in a new town in Nebraska. Whitmore mentioned that we should be taking it out west and recommended that we contact community colleges in those areas so they can attend this event to see if they would be interested in hosting it themselves. Whitmore discusses the goal of the Latino Youth Summit is to inspire other universities and entities to host their own version of this event to propel forward the mission of the Latino Youth Summit. They mention that they believe this event hosted only in the eastern part of Nebraska holds some major geographical concerns for members of our Latino community that cannot make the travel from areas like Scottsbluff all the way to Columbus which only furthers the importance of having this event replicated in areas in the west. Areas that were brought up for hosting the 2024 Latino Youth Summit were Lexington, Scottsbluff, and Kearney. Adi Nancy Dobbins mentioned their agreement with the idea of hosting this meeting in the Lexington or Scottsbluff area, they work with many Latino families and have seen a great influx of people moving to the western part of Nebraska due to the opening of two meat packing plants opening within this summer to next year. Dobbins mentioned Ogallala, NE as an option for an area to have the 2024 Latino Youth Summit, as it is quite close to all three locations Scottsbluff, North Platte, and Lexington. Whitmore invited Commissioner Dobbins to one of the meetings for the Latino Youth Summit.

### **3. Community Survey Follow Up**

Vice Chair Castro-Matukewicz mentioned that the language should be edited in the Spanish translation. Chair Whitmore asked to revisit this survey later once they have had time to review the document.

## **IX. NEW BUSINESS**

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

*An email was sent to Lali Sage, Adi Nancy Dobbins providing the documents for the New Business section of the meeting.*

### 1. New Commissioners Presentation

#### Sandra Lopez

Lopez started with the Hispanic Nebraska Chamber of Commerce as a volunteer and found a passion helping those in her community who are in need. They are a Loan Officer at Catholic Charities and seeing small businesses with so much passion and excitement really brings her a lot of joy to help them achieve their dream. Catholic Charities provide micro-business classes and workshops and finally loans to help small businesses open and run. Yesenia Peck was the person who influenced her interest in the Nebraska Commission on Latino Americans.

About Lopez personally, they have a family of two boys, 27 and 22 years old, and a husband. They came to Nebraska when they were 15 years old, finished High School, then went back to Mexico to pursue a degree as a lawyer. They later got married in Mexico and decided to come back to Nebraska about 17 years ago with her children and husband. They then began as a teller over 17 years ago and climbed the way to the Loan Officer position they hold today.

Chair Whitmore mentioned that the Catholic Charities Loans and Micro-Business classes would be great information to have available to our audience.

#### Adi Nancy Dobbins

Dobbins and her mother began the group Las Mañanitas 3 or 4 years ago, a local news source for Latinos in Spanish in the North Platte area of Nebraska. Then they began a non-profit group called Hope Esperanza they have three subgroups *El Centro*, *Hope Esperanza*, and *The Welcoming*. *The Welcoming* is very busy because they not only take care of Latino people but also people from other regions like Ukraine and South Africa, they help families establish themselves and find jobs. They say it's hard to promote minority growth in areas like North Platte because of the densely white population who are hesitant to the changes that come with a growing minority population. Dobbins, through Las Mañanitas, is a part of the Hispanic Chamber of Commerce, where she met Yesenia Peck, who speaks with them about this difficulty Dobbins sees between the growing minority population and the hesitant and present white population. Peck has helped Dobbins maintain their backbone in a very tense situation and they are very grateful for that guidance they

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

have been given. It has helped Dobbin's faith that they may create a space for Latinos to feel as if they have a place in North Platte. Dobbins has also started as an educational mentor in ESU 13, they spoke further about the grief they have felt when realizing that the school districts who do not have translators for their Hispanic youth place those children at lower grade status and leave them in rooms alone with internet access and videos in hopes that they will teach themselves rather than giving them the same opportunities they are giving their English speaking counterpart. It is heartbreaking to see and hear about and they are proud to be an advocate for those children. They also find it a privilege to be on the board for the Nebraska Commission on Latino Americans so they can continue to advocate for those people who currently don't have the ability to speak for themselves.

Dobbins personally, was married last June and has two children one 4 and the other 6 years old. They are working to open up a Latino night club, last year they hosted quite a few events and they were very well attended. They are focused on providing a community space for Latino's to have a good time and feel seen and represented. Dobbins is also a DACA recipient, she is grateful for all that has provided her but notes that there is much work still to be done.

*A short 5-minute break was taken.*

### 2. Commission Name

Arriaga discussed the commission name, previously many variations had been used on official documentation and they wanted to remind and finalize that the name is what is written in the logo the Nebraska Commission on Latino-Americans in English, and La Comisión Latinoamericana de Nebraska in Spanish. At this time no acronyms will be used officially and when they are they will be rolled out as a marketing decision rather than out of convenience.

### 3. Marketing & Communication Specialist Presentation and updates

Communications and Marketing Specialist Hilda Rey presented a power-point with a detailed autobiography and reference for the projects they will be covering this 2023 year sorted between campaigns in progress and campaigns in the future.

This biography was also published in a press release from the Nebraska Commission on Latino-Americans about the new hire, "Hilda is a passionate and driven young person who loves to blend art and community. Originally from Miami, FL, Hilda has come to Nebraska to pursue an

# **COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING**

**January 21, 2023**

**Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111**

## **MINUTES**

education and further her commitment to bonding community and art. She has a degree in theatre management, stage management, and direction from the University of Nebraska-Lincoln. In her free time, she is the Creative Director of Found Space Collective, an artist collective that prioritizes community engagement and celebrating local artists. She has over 5 years of experience managing programs, directing, and producing both independently and as a part of the Found Space Collective. She is excited to take on this new role with the Nebraska Commission on Latino Americans where she will be able to celebrate her culture and creatively navigate the future of Marketing and Communications in a way that will celebrate the people it represents. “I am so lucky to stand with people who care so much about their community and to have an opportunity to help bring that drive and passion to life,” Rey says.”

The campaigns in progress section began with Getting to know: Your Nebraska Representatives, a campaign focused on informing the public about who represents them in the Federal and State Nebraska Government and how to exercise their right to contact these representatives. The second campaign was Getting to know: Our Community, a campaign focused on becoming more involved with our greater Nebraska community. We want to shine a light on members of the community throughout the state of Nebraska to highlight some of the amazing work they are doing. Finally in the campaigns in action section was the Regular Updates Email, a campaign focused on delivering regular updates to our email subscribers about what is happening at the capitol and at the commission. Our goal is to have a more constant connection with our email subscribers so they feel like they can be more active in their legislation and representation through the Nebraska Commission on Latino Americans.

Vicechair Castro-Matukewicz brings up a question about the Getting to know: Your Nebraska Representatives Campaign, “Could this [the link to the Getting to know: Your Nebraska Representatives page] be a permanent feature on our emails.” Vicechair Castro-Matukewicz states that making it easier for the public would make it much easier for our audience and keeping this link available would help create that immediate action that we desire. Arriaga mentions that a big reason we are pushing this campaign is to help the people be presented with media on their representation easily so that everyone at every level can access this information on who is representing them so they can know they have a right to keep in contact with them. Chair Whitmore mentioned that one of the designers for the Lincoln City flag Ed Mejia would be a great person to highlight at these events. They also mentioned that they are glad that this is a constant campaign and that we are sticking to a non-partisan stance so that we can share information on all

# **COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING**

**January 21, 2023**

**Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111**

## **MINUTES**

representatives equally and we are putting knowledge into the hands of our community so they can make choices for themselves.

The group then moved to discuss the additional slide with the graphs from the Constant Contact, this information showed the month before we began any campaigns, Nov. 20th, 2023, to Dec. 19th and the month after we began running these campaigns, Dec. 20th, 2023 to Jan. 19th, 2023. In the month after we began any campaigns, we had been projected to send 3 times the emails that we originally sent in the month prior meaning we were more connected with our audience. And what we saw from this data mainly was that more people were opening their emails when they were receiving more emails, meaning it was likely that people were becoming excited in the extra engagement they were receiving from the Nebraska Commission on Latino-Americans.

The future campaigns section began with Essays from the Community, an extension of the Getting to know: Our Community campaign, focused on bringing together voices from the community to speak on issues directly affecting the Latino-American community. We would enlist the expertise of Latino professors, writers, advocates, and more to speak to the community through a series of essays about their identity and issues they have faced as Latinos.

Vicechair Castro-Matukewicz asks if these essays will be available in Spanish or just in English, Rey comments that they will have all of this information available in both, they believe that in order to be respectful of our audience we should have all information available bilingually for those who speak one language, or the other, or both.

The next campaign was the Mass Marketing Meeting campaign that's goal is to bring together different marketing, communications, and event coordinators from different Nebraska Latino centers. We would meet via zoom call once every 6-8 weeks to discuss upcoming events and campaigns and get to know what each other is working on. A great way to connect with other community groups and to promote one another.

Chair Whitmore mentioned that Catholic Social Services in Lincoln, they have been hosting a lot of events like the Kermes Festival, we should connect with them so we can have them on board with this and other campaigns.

The next campaign is the Poster Route, a campaign to get to know where we can distribute resources across Nebraska. We would talk to businesses and community centers around Nebraska



# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

and find out how and if we can distribute our pamphlets and brochures to the community to keep them informed on important topics. This will also allow us the opportunity to see who and how people interact with our physical media. After explaining this Rey passed out a prototype of the new wallet sized flier, they are working on called “Know Your Rights” the following comments are in respect to that flier. Chair Whitmore stated that we should add the human trafficking state information to the flier. Chair Whitmore also added that the number that is provided on the flier currently “Legal Aid Nebraska” might not be a great first resource for someone who is being stopped by a police officer or immigration officer because they ask for information that someone might not have available. Rey disclosed that they were interested in changing that number as well, currently they only have a Lincoln, NE specific resource to add so they would be interested in suggestions anyone might have for a hotline, or phone resource that someone could call in an emergency like being stopped by a police officer or immigration officer. Chair Whitmore suggested the Nebraska Bar Association as an option for the flier, they suggested that we also call them before we put their number in the flier to make sure they are prepared for these calls.

The next campaign is the Website redesign, a campaign to restructure the LatinoAC.Nebraska.Gov website to be more user friendly and make it bilingually accessible. And lastly on the future campaigns was the First Fridays at the Capitol, a campaign focused on showcasing Latino Artists from around Nebraska through the capitol displays. We would showcase a new artist(s) every first Friday of the month or as often as the capitol display team permitted.

Rey finished by stating that they are excited to move forward on so many projects with a through line of gaining exposure for ourselves as an organization which is our marketing and communications goal for 2023. They also mentioned that they are excited to better know the commission board and use their expertise on creating a well-rounded communication and marketing portfolio for the Nebraska Commission on Latino-Americans.

*A Lunch Break was taken for 40 minutes from 11:20 am - 12 pm.*

### 4. Unidos US Membership (Motion 3)

Arriaga spoke about how previously the commission was a part of the Unidos US membership program, Unidos US is the largest Latino non-profit organization in America, they provide many resources for the Latino community and grants to organizations in partnership with them. The membership fee is \$771, Arriaga asked the board to consider renewing our membership. The

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

benefits of our membership include boosting our website and social media accounts, they also have different summits, workshops, and events throughout the year that would be available to us. Chair Whitmore was interested in pursuing the membership, they said they trust Arriaga's decision and they believe that this would be a fruitful partnership, they then opened the conversation to the rest of the board, Vicechair Castro-Matukewicz stated that they were familiar with Unidos work and the grants that affiliates receive. In their work they have seen corporations like Wells Fargo donate sums of money in the vain of encouraging Latino Financial Health, and that money will go to organizations like Unidos who will then develop a grant system that it will share with its affiliates to promote Latino financial health.

***Motion 3** was made by Governor's Representative Lali Sage to approve the one-year Unidos Membership fee of plus \$700.*

*Seconded by Vicechair Castro-Matukewicz*

*Vote Yes: Chair Whitmore, Vicechair Castro-Matukewicz, Governor's Representative Lali Sage (Online), Commissioner Lopez, Commissioner Dobbins (Online).*

*Vote No: None*

*Motion Passed*

### **5. Unidos US, Change Makers Summit (Motion 4)**

Arriaga proposed that they attend the Unidos Change Makers Summit in Washington, D.C. This summit would teach them to lobby for bills and many other useful government practices. The budget for the summit was not disclosed. Chair Whitmore asked if this summit was meant for federal level involvement. Vicechair Castro-Matukewicz added that they agreed with Chair Whitmore, they stated they believe this summit would certainly be helpful to some degree but they advised that instead of this summit that seemed to them directed at the federal level of government that Arriaga should attend the summit that Unidos hosts that is more general, because it would have more applicable categories and the ability to network on not just a federal level but also a local level. Chair Whitmore added that they receive information for leadership trainings within Nebraska that they would be happy to share with Arriaga if they were interested in more training within the local space. Chair Whitmore redirected that they believe the decision to do the Unidos

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

membership was a good choice, but Arriaga might want to look into more events hosted by Unidos that handle more pertinent information to the commission. Arriaga agreed with this sentiment.

***Motion 4** was made by Vicechair Castro-Matukewicz to approve Maria Arriaga, Executive Director the ability to attend the Unidos Change Makers Summit in Washington D.C. Feb 13-15.*

*Seconded by Chair Whitmore*

Chair Whitmore opened the discussion for the motion. No one stepped forward to speak.

*Vote Yes: None.*

*Vote No: Chair Whitmore, Vicechair Castro-Matukewicz, Governor's Representative Lali Sage (Online), Commissioner Lopez, Commissioner Dobbins (Online).*

*Motion Failed*

Vicechair Castro-Matukewicz bridged the recommendation that the Nebraska Commission on Latino-Americans wait till the Unidos Annual Meeting to reopen discussion and Chair Whitmore added that they consider local leadership and legislature events as well.

### **6. Honor Commissioner (Motion 5)**

Arriaga addressed the idea to honor previous commissioner Yesenia Peck.

***Motion 5** was made by Governor's Representative Lali Sage to honor past commissioner Peck including a Plaque an Invite to the Meeting and an Article on the Website.*

*Seconded by Commissioner Lopez*

Vicechair Castro-Matukewicz opened the discussion for the motion. Arriaga discussed that previously they honored commissioners with a letter and a plaque, she opened the idea of doing more. Chair Whitmore breached the idea to invite Yesenia Peck to the next meeting and give her their recognition and plaque in person. Chair Whitmore added that we could feature them on our website.

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

*Vote Yes: Chair Whitmore, Vicechair Castro-Matukewicz, Governor's Representative Lali Sage (Online), Commissioner Lopez, Commissioner Dobbins (Online).*

*Vote No: None*

*Motion Passed*

### **7. Monthly Community Mtgs. (Motion 6)**

Arriaga proposed going to different areas of Nebraska and covering their expenses during the trip, in an effort to better get to know the community of Latino's in Nebraska firsthand. The goal is to create a presence for the Nebraska Commission on Latino-Americans across Nebraska. Arriaga added we have a duty to serve these parts of Nebraska and build those relationships. No budget was presented at this time, the budget will vary between locations and trips and will abide by the state rules. The executive committee will approve the budgets for each individual trip. Chair Whitmore added that it would be important to notify each district that we are visiting's senator so that we can show them we are interested in knowing their districts. Commissioner Dobbins encouraged Arriaga to visit North Platte that they would be happy to welcome them. Chair Whitmore mentioned that the best times for traveling would be between the spring, summer, and fall, not including the winter season to avoid any unnecessary dangerous road or weather conditions.

***Motion 6** was made by Commissioner Lopez to begin monthly community meetings to get to know the community members and leaders and if possible elected senators across the state of Nebraska. Expenses will be covered based on guidelines and budget will be determined by each visit, the executive committee will provide final approval.*

*Seconded by Governor's Representative Lali Sage*

*Vote Yes: Chair Whitmore, Vicechair Castro-Matukewicz, Governor's Representative Lali Sage (Online), Commissioner Lopez, Commissioner Dobbins (Online).*

*Vote No: None*

*Motion Passed*

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

### 8. Website (Motion 7)

Arriaga presented two separate quotes to the board about the redesign, Granicus and Gravitade. They identified that the website was failing the community by not being accessible or bilingual. Chair Whitmore suggested for an additional quote we ask the Native American Commission who they used to update their website, or the company that redesigned the logo for the Nebraska Commission on Latino-Americans so we can have all three quotes. Vicechair Castro-Matukewicz mentioned that the problem they were seeing with the quotes is that they are proposing very different things. They suggested that we get quotes that are proposing the same things. Vicechair Castro-Matukewicz also suggested talking to Renier Navas who is a Latino web designer who is also local. Chair Whitmore asked to review the training statement with the provider to find out what additional trainings would cost and who was allowed to attend the training. Vicechair Castro-Matukewicz asked if after the redesign it would be manageable for Hilda Rey to take over the website updating and management. Rey responded that they would be comfortable as long as training was provided, and subsequent trainings and questions could be asked to the design team.

***Motion 7** was made by Governor's Representative Lali Sage to review and update website. Maria Arriaga the Executive Director will propose 3 bids not exceeding \$10,000. The final decision will be made by the executive committee.*

*Seconded by Commissioner Dobbins*

*Vote Yes: Chair Whitmore, Vicechair Castro-Matukewicz, Governor's Representative Lali Sage (Online), Commissioner Lopez, Commissioner Dobbins (Online).*

*Vote No: None*

*Motion Passed*

### 9. Orientation for new commissioners

Arriaga proposed that the previous commissioners share with the new commissioners more information about their responsibilities. Commissioner Whitmore recommended that they review the bylaws. They also reminded that we pay close attention to the statutes and have it handy for reference.

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

### 10. Open Meeting Act

Chair Whitmore covered the Open Meetings Act that was provided to the commissioners. Covering public services and different works within the public administration. Chair Whitmore called attention to the detail that when commissioners interact casually with one another at events outside of Quarterly meetings they are expected not to discuss commission matters. Chair Whitmore discussed the public notice of meeting and recommended that we attempt to reach out to other publications to advertise our Quarterly Meeting, outside of our regular options and to gather a list of all the publications that we are publishing in. Chair Whitmore followed through with quickly reviewing the rest of the guidelines defined by the Open Meeting Act, highlighting again point five that when commissioners interact casually with one another at events outside of Quarterly meetings they are expected not to discuss commission matters. Chair Whitmore addressed the two new commissioners directly asking if they had any questions and breaching the option for them to contact themselves directly if the new commissioners had any questions.

### X.FINANCIAL REPORTS (MOTION 8)

*An email was sent to Lali Sage, Adi Nancy Dobbins providing the documents for the Financial Reports section of the meeting.*

#### 1) Review Budget Status Reports for October, November, and December

#### 2) Review General Ledger Reports for October, November, and December

Chair Whitmore asked the board if anyone had any comments on the financial reports beginning with the Budget Status Report. No one had any questions. Chair Whitmore then called attention to page two of the budget status reports pointing out the amount we yet to spend within the budget, totaling to plus \$54,000 left to spend on the Major Account detailed in the variance. Chair Whitmore then moved to the Travel Expense account to discuss the negative balance which exists there, they asked us to see if there was any carry over from the major expense account to the travel expense account. Chair Whitmore urges Arriaga to learn more about this account transfer possibility from the account analyst. Chair Whitmore then notifies us that there is a budget allotted for audio-visual equipment of \$5,000 that we should allocate towards that before the 2021-2023 biennium is over. Arriaga addressed the point that Chair Whitmore was previously pointing towards that we should meet with the budget analyst to find out how we can spend the money in

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

our budget before the 2021-2023 biennium ends. Chair Whitmore explained to Hilda Rey that they should feel free to create a plan to spend the audio-visual budget on new camera equipment like a video camera and microphones and other accessories. Arriaga then addresses that the website amount of \$10,000 can be pulled from the \$25,000 budget set aside for office and personal computing expenses. Arriaga then moved to speak about the computing equipment that had been purchased like the computer cameras and headphones for Dora Lima and Hilda Rey because previously they had no way of attending or participating in virtual meetings from their desktop computers. Arriaga also addressed the purchasing of the Button Maker as a marketing tool for when the Nebraska Commission on Latino-Americans attends events such as the Omaha Health Fair we will be attending in February or any other event where the Nebraska Commission on Latino-Americans would have the opportunity to hand out marketing merchandise. Rey then shared the button designs with the commission. Chair Whitmore then addressed the use of a QR code with the merchandise which Rey and Arriaga agreed with. Chair Whitmore then addressed the rest of the board to open for comments, no one had anything additional to add.

***Motion 8** was made by Vicechair Castro-Matukewicz to approve financial reports, 1. Budget report for Q4 2022, 2. Ledger report for Q4 2022.*

*Seconded by Governor's Representative Lali Sage*

*Vote Yes: Chair Whitmore, Vicechair Castro-Matukewicz, Governor's Representative Lali Sage (Online), Commissioner Lopez, Commissioner Dobbins (Online).*

*Vote No: None*

*Motion Passed*

## **XI. DIRECTOR REPORT (MOTION 9)**

*An email was sent to Lali Sage, Adi Nancy Dobbins providing the documents for the Directors Report section of the meeting.*

Arriaga pointed out that this initial period as Executive Director has focused on promoting the Nebraska Commission on Latino-Americans, making a presence in the community and with the leaders of the different places and areas, as well as resuming the connection of the Nebraska Commission on Latino-Americans with the outside world and refreshing the links already

# **COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING**

**January 21, 2023**

**Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111**

## **MINUTES**

confirmed. Arriaga noticed that many people in the community did not know of the existence of the Nebraska Commission on Latino-Americans and that they were very curious to learn more.

Arriaga then proceed to the most significant events of the fourth quarter, including reaching out to every senator in Nebraska to let them know the Nebraska Commission on Latino-Americans have their door open to conversation and are ready to work together to engage in their government. Arriaga pointed out that not ever senator has responded but they are still working towards this goal as the legislature session opens. Arriaga's second most significant event was that they purchased new furniture for the meeting area to be more welcoming and modern and have ample space for guests. In addition to the meeting room furniture, two new chairs were purchased for staff members whose chairs were previously broken. Arriaga reiterated that new webcams and headphones were purchased for staff so they could attend meetings virtually. Arriaga confessed that one of the biggest challenges since they began was that the previous Communications and Marketing Specialist Abril Garcia had resigned and they needed to fill that position, so another one of Arriaga's more significant events was hiring Hilda Rey as the Communications and Marketing Specialist. Arriaga pointed out that they have held over 50 separate meetings with community leaders and activists in Nebraska building important ties that will secure strong relationships between our community and the Nebraska Commission on Latino-Americans. Marriage has also made a presence for themselves in the Latino media, they have been featured on two radio stations and from this presence we have received many contacts from community members seeking resources or assistance. Chair Whitmore and Vicechair Castro-Matukewicz asked that we send the commissioners an email when Arriaga will be appearing in any media on behalf of the Nebraska Commission on Latino-Americans so they can show their support. Arriaga continued to discuss the most significant events of the fourth quarter, moving onto the License Plate Project, the license plate project is a petition to have a Latino license plate for people to buy at the DMV to support the commission and their Latino heritage. They stated that the Nebraska Commission on Latino-Americans would host a contest to have a Nebraska Latino artist design the license plate, this art would then be judged by a panel of Latino artists around Nebraska, and someone versed in Latino Studies, this project would be a 5+ month project and we would have to get 250 people signed up for a license plate at 70\$ each. We would need to figure out a system for collecting this payment. Chair Whitmore suggested that we create a receipt and find a way to collect money when we go to events like the Latino Summit and summertime fairs. Vicechair Castro-Matukewicz mentioned that they never carry cash on them so we should find a way like Venmo or a card terminal from square to collect funds. Chair Whitmore explained that Arriaga should reach out to the budget



## **COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING**

**January 21, 2023**

**Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111**

### **MINUTES**

analyst to find out how we could go about taking that money in those methods. Arriaga agreed to look into this further. Arriaga proceeded to cover the marketing strategies that we are pursuing through our social media and constant contact with more regularity. Arriaga also mentioned that a new phone has been purchased on behalf of the Nebraska Commission on Latino-Americans to replace the previous broken phone that cannot be opened or activated. Arriaga then spoke about how they plan on testifying on some bills LB 2 and LB 54, along with the intent to continue to look into other bills being proposed. Vicechair Castro-Matukewicz mentioned that at the beginning of each legislative year Lazaro used to hand out a list of all the legislative bills that going to be debated, and then the board would highlight the ones that they felt we should focus on. So that the board knew what kind of legislative bills the Nebraska Commission on Latino-Americans was planning on working on. Chair Whitmore suggested that Arriaga go to the website where all the proposed bills are located and use the key words Latino/Hispanics to help sort through the bills. Arriaga pointed out that they also plan on working on several other bills and they are tracking many things using the bill tracker service to stay on top of the proposed bills. Vicechair Castro-Matukewicz suggested that Arriaga also connect with the other executive directors of the other Nebraska commissions to see what they are attacking. Arriaga mentioned that she has been working closely with Judi Gaishkibos, the executive director of the Nebraska Commission on Native American Affairs. Arriaga then quickly touched upon the website again that is a major step for the Nebraska Commission on Latino-Americans. Arriaga then closed with the partnership between “El Camino Nebraska” from the University of Bellevue. Our partnership would garner us a free office space that is completely equip in Omaha that would allow us to reach even more members of our community by being more easily located and having office space and time in the Omaha Latino community which is the largest Latino community in the state of Nebraska. Arriaga also mentioned that it would also be an opportunity to have a space that is more easily accessible to the community and allowed for people to come and visit without appointment or scheduling since the current Lincoln office is on a restricted floor and the parking is difficult at best. Chair Whitmore added that when we open the office and have our opening event, we should invite the senator for that area to be a part of that to recognize that we are taking effort into better serving their community. Chair Whitmore asked Arriaga if she had any highlights from the senator meetings, Arriaga explained that she didn't have much information from the senator meetings but the ones she did have were very eye opening so far in regard to getting to know who the senators are. Chair Whitmore encouraged Arriaga to continue to get to know the senators and work hard at meeting them because that shows that Arriaga cares and is motivated to get to know the people representing Nebraska. Chair Whitmore also recommended to look into the food trucks bill and

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

the meat packing plant bills that were proposed this session. Arriaga agreed to look into these bills. Arriaga moved to speak about the donation campaign they plan on executing, by making the donation section on our website and emails more visible and accessible so that we can have more money to produce more events and materials. Chair Whitmore spoke about how in our budget we already have space for some scholarships. Arriaga agreed that we should have money for scholarships like those that are already allocated but also extra budget room would allow us to purchase things like marketing materials for events and the ability to afford tables at different events and venues. Arriaga explained that the donation pages will be cleanly organized and very detailed for where the donation money is going. Arriaga then concluded the section of her Directors Report. Chair Whitmore opened the discussion to the rest of the board, no one else had anything to add.

***Motion 9** was made by Commissioner Lopez to approve Directors Reports and commend Maria Arriaga and the staff for a job well done.*

*Seconded by Chair Whitmore*

*Vote Yes: Chair Whitmore, Vicechair Castro-Matukewicz, Governor's Representative Lali Sage (Online), Commissioner Lopez, Commissioner Dobbins (Online).*

*Vote No: None*

*Motion Passed*

## **XII. EXECUTIVE SESSION (MOTION 10)**

***Motion 10** was made by Vicechair Castro-Matukewicz to approve Executive Session*

*Seconded by Governor's Representative Lali Sage*

*Vote Yes: Chair Whitmore, Vicechair Castro-Matukewicz, Governor's Representative Lali Sage (Online), Commissioner Lopez, Commissioner Dobbins (Online).*

*Vote No: None*

*Motion Passed*

# COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING

January 21, 2023

Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111

## MINUTES

### XIII. COMMISSIONERS REPORT

#### Chair Whitmore

Chair Whitmore spoke about how education is very important to them. Chair Whitmore has also been working with Arriaga about learning the ropes of the jobs. Chair Whitmore works on some ministries where she makes Spanish language documentation available to those people.

#### Vicechair Castro-Matukewicz

Vicechair Castro-Matukewicz has been doing some work for the Hispanic Chamber of Commerce. They have been asked to be the Chair of an ad hoc committee to develop regulations for distributing a pool of money, \$500,000, obtained through the Douglas County Commission to support small businesses in District 1 impacted by the pandemic.

#### Commissioner Lopez

Commissioner Lopez worked with the Nebraska Hispanic Chamber with small events for the Nebraska Commission on Latino-Americans. And helping small businesses through their job.

#### Commissioner Dobbins

Commissioner Dobbins had nothing to add.

#### Governor's Representative Lali Sage

Governor's Representative Lali Sage shared that in her profession she has been noticing more Hispanics working in construction are being cited for not reaching out or knowing the laws associated to their jobs as subcontractors, her job is working to create a Spanish PowerPoint video that explains how that law works so the public can be more educated on their profession and duties of their profession as construction workers. Their coworker is also translating their work website from English to Spanish using a interpreter rather than a translator app.

Vicechair Castro-Matukewicz added that there has been an increase in racially motivated hate crimes across the country and Nebraska, they believe there is more that should be done for those people experiencing that and noted that there is no Nebraska Hate Crime Commission dedicated to handling those kinds of events. Vicechair Castro-Matukewicz wondered if there was a resource

# **COMMISSION ON LATINO-AMERICANS QUARTERLY MEETING**

**January 21, 2023**

**Nebraska Early Childhood Collaborative – 3200 N 30th Suite 200 Room 201, Second Floor  
Omaha, NE - 68111**

## **MINUTES**

that the Nebraska Commission on Latino-Americans could put on our website to direct Latinos who may have experienced a hate crime to someone who could offer assistance or help reporting them. Vicechair Castro-Matukewicz closed with Latinos should feel welcome here and safe in their homes.

### **XIV.NEXT MEETING**

Next meeting

April 22<sup>nd</sup>, Bellevue, NE

9 – 12 pm

Chair Whitmore added that we could also recognize previous commissioner Adriana Carvajal and invite her to the next meeting as well.

### **XV. ADJOURN**

Adjourned at 2:30pm

**Acting Secretary: Vicechair Castro-Matukewicz**

**Transcribed by Communications and Marketing Specialist Rey**